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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Jeffery L. Clark et al  
Serial No.: 09/919,652  
Filed: July 31, 2001 Group: 2661  
For: RETAIL ADVERTISING METHOD

Honorable Director of Patents and Trademarks  
Washington, D.C. 20231

Sir:

INFORMATION DISCLOSURE STATEMENT

RECEIVED  
SEP 18 2001  
Technology Center 2600

RECEIVED  
SEP 21 2001  
Technology Center 2100

In keeping with the duty of candor and good faith owed to the Patent and Trademark Office, the applicant wishes to make of record the references on attached PTO/SB/08A form. Copies of the items are provided in accordance with 37 C.F.R. 1.98.

The subject invention differs considerably in appearance and design from the features disclosed in the above references. For these reasons it is respectfully submitted that the instant invention is patentable over these references. These are submitted to the Patent Office only to ensure that all related art of which applicant is aware is before the examiner for consideration.

Respectfully submitted,

William J. Mason  
Registration No. 22,948

Date: September 13, 2001  
File No.: 5541-3

**Burden Hour Statement:** This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. **DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.**